



Republic of Liberia
Smallholder Agriculture Transformation and Agribusiness Revitalization Project
(STAR-P) Ministry of
Agriculture Credit No:
160945



Consulting Services: RECRUITMENT OF A FIRM TO IMPLEMENT
COMMUNICATION FOR DEVELOPMENT (C4D) PROGRAM FOR THE
SMALLHOLDER AGRICULTURE TRANSFORMATION AND AGRIBUSINESS
REVITALIZATION PROJECT
Request for Expression of Interest

1. The Government of Liberia has applied for financing to the World Bank toward the cost of the Smallholder Agriculture Transformation and Agribusiness Revitalization Project (STAR-P) and intends to apply part of the proceeds for consulting services for **Recruiting the Services of a Firm to implement communication for development (C4D) program for the Smallholder Agriculture Transformation and Agribusiness Revitalization Project to initially commence in Bomi, Cape Mount, Margibi, Nimba and Lofa Counties.**

2. The scope of assignment includes, but not limited to;

The Consultant is expected to develop and implement a communications campaign to achieve at least 5 key strategic goals:

- (i) Inform public on STAR-P's objectives, approach, and project results and how/where to access information for engagement with the project. Part of this goal would also be to raise awareness and mobilize potential project beneficiaries, notably women and youth.
- (ii) Systematically collect feedback from participants and other citizens on the impact of the project activities on their lives.
- (iii) Change mind-sets/attitudes of stakeholders, notably smallholder farmers, the youth, women, policy makers, and commercial institutions from viewing agriculture as subsistence to agriculture as a dynamic, high-technology driven, and profitable business
- (iv) Raise awareness and mobilize public opinion on the importance of health and nutrition to create increased demand for nutritious food and agricultural produce, notably Liberian rice and horticulture products
- (v) Promote dialogue to facilitate coordination and partnerships among stakeholders from both the agriculture and other relevant sectors – such as education, health, energy, transport and notably among policy makers, the private sector, development partners, civil society, on key issues to be addressed for developing a competitive commercial Liberian agriculture sector and particularly along the identified value chains.

The assignment will be undertaken in two phases: (1) Design of a Communication 4 Development Strategy and (2) Implementation of the C4D Strategy

3. The Ministry of Agriculture now invites eligible Firms to indicate their interest in providing the services. Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The Firm is expected to be specialized in planning, designing and implementation of major communication interventions; have knowledge and experience of communication methods and tools; have the ability to develop communication products; can perform advisory roles; and provide services related to information dissemination and sharing, citizen engagement, private sector engagement, and public-private sector dialogues (such as print and electronic media production and delivery, web-based applications, face-to face events, etc.) The communication materials MUST also be accessible to citizens with varying literacy skills, language use, and information technology ac

4. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers July 2016 and revised August 2018 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: relationship with Borrower's staff: Consultants (including their experts and other personnel, and sub-consultants) that have close business or family relationship with a professional staff of the Borrower (or of the project implementing agency, or of a recipient of a part of the loan) who are directly or indirectly involved in any part of: (i) the preparation of the TOR for the assignment (ii) the selection process for the contract, or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

5. A Consultant will be selected in accordance with the Individual **Quality and Cost Based Selection (QCBS)**

Method set out in the Consultant Guidelines.

All FIRM APPLICATIONS **MUST** be sent via email to:
recruit@moa.gov.lr

Attention:

**The Recruitment Team
STAR - P
Program Management Unit
Ministry of Agriculture, Liberia**

Note: **FIRMS MUST indicate in the email subject, the consultancy services that the Firms are applying for.**

Closing Date: **June 6, 2019 by 5pm GMT.**



**TERMS OF REFERENCE FOR RECRUITMENT OF A FIRM TO IMPLEMENT
COMMUNICATION FOR DEVELOPMENT (C4D) PROGRAM FOR THE
SMALLHOLDER AGRICULTURE TRANSFORMATION AND AGRIBUSINESS
REVITALIZATION PROJECT (STAR-P) FOR THE MINISTRY OF AGRICULTURE**

Country: Republic of Liberia

Name of Project: Smallholder agriculture Transformation and Agribusiness Revitalization Project (STAR-P)

Project Number: P160945

Assignment Title: Consulting Services for implementation of Communication for Development (C4D) Program for STAR-P

1.0 Background

The Government of Liberia has received US\$ 25 Million dollars loan from the World Bank for the Smallholder Agriculture Transformation and Agribusiness Revitalization Project (STAR-P). Additional financing is expected from the International Fund for Agricultural Development. STAR-P seeks to increase agricultural productivity and commercialization of smallholder farmers through productive linkage between the farmers and the private agribusiness firms in selected value chains including rice, oil palm and horticulture crops. The project is expected to be implemented in at least Lofa, Nimba, Grand Cape Mount, Bomi and Margibi over five years beginning in 2019, and consists of the following three components: (i) **Institutional Capacity Building and Strengthening the Enabling Environment for Farmers, State, and non-State Actors**, (ii) **Enhancing Productivity and competitiveness**; and (iii) **Project Management, Monitoring & Evaluation, Citizens Engagement and contingency emergency response**.

2.0 Purpose

A comprehensive strategic Communication 4 Development program (C4D) is key to achieving STAR-P's objectives by applying communication and information tools and techniques in a systematic manner throughout the life of the project. The aim is to use C4D as a catalyst to engender inclusion, knowledge sharing, changes in mindset, and ownership, to motivate political and investor commitments during and beyond the life of the project. Within this context, a successful C4D would facilitate five key objectives: (1) accessing information and knowledge; (2) promoting participation; (3) giving voice to the excluded through effective beneficiary feedback loops; (4) influencing public policies; and (5) attracting private sector investment

The Ministry of Agriculture is currently seeking the services of a communications firm (hereafter referred to as “Consultant”) that will design a Communications 4 Development strategy and implement specific information and communication activities that will be detailed in the strategy. The Consultant will work closely with STAR-P’s Communications Officer and M&E Officer under the overall supervision of the Project Coordinator.

3.0 Scope of the Assignment and Key Responsibilities

The Consultant is expected to develop and implement a communications campaign to achieve at least 5 key strategic goals:

- (vi) Inform public on STAR-P’s objectives, approach, and project results and how/where to access information for engagement with the project. Part of this goal would also be to raise awareness and mobilize potential project beneficiaries, notably women and youth.
- (vii) Systematically collect feedback from participants and other citizens on the impact of the project activities on their lives.
- (viii) Change mind-sets/attitudes of stakeholders, notably smallholder farmers, the youth, women, policy makers, and commercial institutions from viewing agriculture as subsistence to agriculture as a dynamic, high-technology driven, and profitable business
- (ix) Raise awareness and mobilize public opinion on the importance of health and nutrition to create increased demand for nutritious food and agricultural produce, notably Liberian rice and horticulture products
- (x) Promote dialogue to facilitate coordination and partnerships among stakeholders from both the agriculture and other relevant sectors – such as education, health, energy, transport and notably among policy makers, the private sector, development partners, civil society, on key issues to be addressed for developing a competitive commercial Liberian agriculture sector and particularly along the identified value chains.

The assignment will be undertaken in two phases: (1) Design of a Communication 4 Development Strategy and (2) Implementation of the C4D Strategy

Phase 1: Design of a Communication 4 Development Strategy for STAR-P

The Consultant is expected, but not limited, to carry out the following key activities that will provide important information and understanding of the current situation with regards to commercializing agriculture and the role of smallholder farmers in the commercialization process, which will provide insight and information to design a sound communication strategy that is based on data, facts, and appropriate methodology for applying communication tools and techniques. This will also help develop a set of baseline indicators as part of the monitoring and evaluation system for the proposed communication intervention that can be used to assess changes over time and help fine-tune the communication strategy as needed during the life of the project.

- (a) Communication Needs Assessment:** The Consultant will undertake a communication needs assessment (CNA) to review the existing agriculture related communication interventions. The Consultant will require working with the STAR-P Communications Officer, relevant ministries, and other stakeholders for reviewing the status of the existing agriculture communication environment and how stakeholders, particularly in the counties targeted by the project, access information. The Consultant is expected to incorporate findings of its analysis of the activities into the development of a Comprehensive Communication Strategy.
- (b) Opinion Research:** A public opinion research should be conducted to gauge stakeholders’ opinion their attitudes, and perceptions with respect to the role of agriculture in Liberia’s

economic development agenda; what it will take for Liberia's agriculture sector to be competitive; and their role in the process. Stakeholders' opinions on the linkage between agriculture and their health and nutrition should also be assessed. The Consultant is expected to collect secondary data if necessary and will analyze the results of the research to incorporate them into the development of the Communication Program.

- (c) **Defining Long-term Vision and Objectives:** The consultant, in close cooperation with STAR-P's Communications Officer, M&E Officer, Project Coordinator and the World Bank and (if applicable) IFAD will define the short-, medium-, and long-term vision for the communication program and set specific objectives based on the broad objectives of the C4D component of the project.

The C4D Program will include, but not limited to, the following major elements:

- (i) **A Communication for Development Strategy:** The C4D will be implemented throughout the project period. The Consultant should ensure that the new C4D is complementary to ongoing activities and evolve according to emerging needs and challenges. The Consultant is expected to incorporate the findings and lessons learned from the CNA, the opinion research, and desk study about the existing communication environment with regards to promoting commercial agriculture in Liberia.
- (ii) **A Communication Action Plan:** The consultant will detail communication objectives, identify internal and external target audiences through stakeholder analysis, articulate messages, and identify communication channels, type of media, frequency, and formats and prepare a detailed action plan for the Communication Program including designing communication workshops and advocacy campaign in all districts for all target counties and stakeholders.
- (iii) **Mechanisms for feedback from beneficiaries.** The consultant will develop mechanisms through which beneficiaries and other citizens can express their views on the services offered by the project (and possibly certain Government services).
- (iv) **A Monitoring and Evaluation System for the Communication Program:** The Consultant will develop an M&E system for continuous monitoring and final evaluation of the proposed communication program. This system might include, among others, opinion research tracking studies, media monitoring, focus groups, and evaluation of each of the major individual activities.
- (v) **A Knowledge and Capacity Building Plan:** The Consultant will conduct assessment of training needs on communication for the key stakeholders in the relevant ministries and PMUs who will be directly or indirectly involved in promoting Liberia's commercial agriculture. The Consultant will develop a capacity building plan, in coordination with the communications officers in STAR-P and relevant ministries and agencies, with appropriate training materials for effectively communicating with different stakeholder groups, including, the general public, policy makers, investors, media professionals, civil society, the bidding community, and development partners.

Phase-2: Implementation of the Communication 4 Development Program: The Consultant will be responsible for the implementation of specific communication activities that will be laid out in

the Action Plan for the proposed C4D program. The implementation phase of the assignment will include, but not limited to, the following key activities:

- **Communication Implementation Plan:** The Consultant will produce a detailed implementation plan, which will outline, among others, methodology, timeline, budget, specific activities, responsible parties, evaluation, and coordination mechanisms to carry out the implementation of the Action Plan.
- **Develop and Implement Communication Products and Activities:** The Consultant will be responsible for conceptualizing and developing communication and information materials and provide services as needed to implement the C4D program. These would include, but not limited to, the following:
 - i) print materials, production of audio-visual materials (such as TV and radio productions, YouTube, etc.), web-based products (i.e., websites/pages, web content management, web portals, etc.) and other new media products/tools (i.e., facebook, twitter, mobile technologies, etc.);
 - ii) distribution of those print and electronic media products;
 - iii) prepare and organize face-to-face events such as policy dialogues, workshops, seminars, road shows, rallies, short plays, etc.;
 - iv) media monitoring and crisis communication activities;
 - v) undertake communication research such as opinion surveys, focus group discussions, case studies, etc.

4.0 Duration and Reporting Requirements

The program will involve a contract for approximately five years beginning from 2019 until the end of the project in November 2024, subject to annual review of satisfactory performance. STAR-P's Communications Officer, in consultation with the Project Coordinator, will oversee the activities of the Consultant. Feedback from the World Bank and (if applicable) IFAD will also contribute to assessment of the Consultant's performance.

5.0 Qualification

The Consultant is expected to be specialized in planning, designing and implementation of major communication interventions; have knowledge and experience of communication methods and tools; have the ability to develop communication products; can perform advisory roles; and provide services related to information dissemination and sharing, citizen engagement, private sector engagement, and public-private sector dialogues (such as print and electronic media production and delivery, web-based applications, face-to face events, etc.) The communication materials must also be accessible to citizens with varying literacy skills, language use, and information technology access.

More specifically, the Consultant should meet the following criteria:

- Demonstrated successful experience of at least eight years in communication and public relations
- Professionals with a mixed set of skills, educational background, and experience in relevant fields that include: communication, journalism, agribusiness, social science, marketing, and information and communication technology;

- Extensive experience in communication including strategy development, advertising, public relations, media, campaigns, social marketing, and related activities. Experience in Liberia is an advantage;
- Latest knowledge and experience in new media and web-based communication technologies/products and how to manage them professionally;
- Solid understanding of and ability to undertake communication research including collection and analysis of research data;
- Ability to plan, design, and develop information products (such as audio-visual and print materials, campaign materials, web-based products, etc.) and implement communication activities (such as workshops, seminars, meetings, focus groups discussion, etc.);
- Good understanding of and knowledge and experience in socio-political, cultural, and current agriculture related issues in Liberia, ECOWAS and Sub-Saharan Africa.

The selected Consultant will be required to submit a detailed proposal and budget reflecting the tasks outlined in the section: Scope of Assignment and Key Responsibilities. The proposal should be accompanied by at least three references and the Curriculum Vitae of each person who will form part of the team to undertake the assignment. The proposal and budget should be submitted no later than (DATE TO BE INSERTED AFTER RECEIVING NO FROM THE BANK)

